



# Community Profile

Rings: 3, 5, 10 mile radii

6768 W Greenfield Ave, West Allis, WI

Latitude: 43.02  
Longitude: -88.00

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	175,429	457,941	982,269
2010 Total Population	176,590	457,045	989,751
2017 Total Population	176,537	455,459	992,517
2017 Group Quarters	3,022	13,654	24,182
2022 Total Population	177,057	457,068	998,532
2017-2022 Annual Rate	0.06%	0.07%	0.12%
2017 Total Daytime Population	173,179	514,215	1,052,812
Workers	82,479	268,388	533,049
Residents	90,700	245,827	519,763
<b>Household Summary</b>			
2000 Households	74,044	180,067	391,379
2000 Average Household Size	2.33	2.47	2.45
2010 Households	73,474	180,402	399,287
2010 Average Household Size	2.36	2.46	2.42
2017 Households	72,993	179,249	399,700
2017 Average Household Size	2.38	2.46	2.42
2022 Households	73,028	179,662	401,791
2022 Average Household Size	2.38	2.47	2.43
2017-2022 Annual Rate	0.01%	0.05%	0.10%
2010 Families	40,686	103,786	234,806
2010 Average Family Size	3.14	3.21	3.12
2017 Families	40,038	101,840	232,742
2017 Average Family Size	3.16	3.23	3.13
2022 Families	39,910	101,568	233,028
2022 Average Family Size	3.17	3.23	3.13
2017-2022 Annual Rate	-0.06%	-0.05%	0.02%
<b>Housing Unit Summary</b>			
2000 Housing Units	77,955	191,777	413,325
Owner Occupied Housing Units	51.5%	47.9%	52.2%
Renter Occupied Housing Units	43.4%	46.0%	42.5%
Vacant Housing Units	5.0%	6.1%	5.3%
2010 Housing Units	79,335	197,547	433,332
Owner Occupied Housing Units	48.4%	44.9%	49.7%
Renter Occupied Housing Units	44.2%	46.4%	42.5%
Vacant Housing Units	7.4%	8.7%	7.9%
2017 Housing Units	80,253	200,314	439,881
Owner Occupied Housing Units	44.3%	41.0%	46.2%
Renter Occupied Housing Units	46.7%	48.5%	44.7%
Vacant Housing Units	9.0%	10.5%	9.1%
2022 Housing Units	80,908	202,193	444,747
Owner Occupied Housing Units	43.8%	40.6%	45.9%
Renter Occupied Housing Units	46.4%	48.3%	44.5%
Vacant Housing Units	9.7%	11.1%	9.7%
<b>Median Household Income</b>			
2017	\$47,278	\$44,095	\$50,252
2022	\$53,447	\$51,107	\$56,510
<b>Median Home Value</b>			
2017	\$159,271	\$164,955	\$184,644
2022	\$164,558	\$171,419	\$195,687
<b>Per Capita Income</b>			
2017	\$25,151	\$23,934	\$28,233
2022	\$28,781	\$27,363	\$32,173
<b>Median Age</b>			
2010	34.6	32.8	34.5
2017	36.3	34.2	35.9
2022	37.3	35.0	36.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	72,993	179,249	399,700
<\$15,000	12.2%	14.9%	13.2%
\$15,000 - \$24,999	12.3%	13.1%	11.8%
\$25,000 - \$34,999	12.3%	12.3%	11.1%
\$35,000 - \$49,999	15.3%	14.4%	13.6%
\$50,000 - \$74,999	21.0%	18.7%	18.3%
\$75,000 - \$99,999	12.3%	11.4%	12.0%
\$100,000 - \$149,999	10.3%	10.1%	12.1%
\$150,000 - \$199,999	2.6%	2.9%	4.0%
\$200,000+	1.7%	2.3%	3.9%
Average Household Income	\$60,009	\$59,988	\$69,299
<b>2022 Households by Income</b>			
Household Income Base	73,028	179,662	401,791
<\$15,000	11.5%	14.1%	12.4%
\$15,000 - \$24,999	11.0%	11.9%	10.6%
\$25,000 - \$34,999	10.5%	10.6%	9.5%
\$35,000 - \$49,999	12.9%	12.2%	11.4%
\$50,000 - \$74,999	20.5%	18.4%	17.7%
\$75,000 - \$99,999	15.5%	14.2%	14.7%
\$100,000 - \$149,999	12.9%	12.5%	14.5%
\$150,000 - \$199,999	3.2%	3.5%	4.7%
\$200,000+	1.9%	2.6%	4.4%
Average Household Income	\$68,928	\$68,792	\$79,150
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	35,544	82,024	203,149
<\$50,000	4.8%	5.0%	4.4%
\$50,000 - \$99,999	10.4%	12.3%	11.2%
\$100,000 - \$149,999	28.8%	24.2%	18.8%
\$150,000 - \$199,999	32.2%	28.4%	22.5%
\$200,000 - \$249,999	10.9%	13.6%	15.6%
\$250,000 - \$299,999	5.2%	7.2%	9.9%
\$300,000 - \$399,999	4.5%	5.6%	9.4%
\$400,000 - \$499,999	1.5%	1.9%	4.1%
\$500,000 - \$749,999	1.0%	1.3%	3.0%
\$750,000 - \$999,999	0.2%	0.2%	0.7%
\$1,000,000 +	0.4%	0.3%	0.5%
Average Home Value	\$175,857	\$182,930	\$216,187
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	35,458	81,973	203,926
<\$50,000	3.9%	4.0%	3.4%
\$50,000 - \$99,999	9.5%	11.4%	10.3%
\$100,000 - \$149,999	27.6%	23.1%	17.7%
\$150,000 - \$199,999	31.0%	26.7%	20.4%
\$200,000 - \$249,999	11.4%	13.6%	14.9%
\$250,000 - \$299,999	6.0%	8.0%	10.3%
\$300,000 - \$399,999	5.9%	7.2%	11.5%
\$400,000 - \$499,999	2.5%	3.1%	6.1%
\$500,000 - \$749,999	1.4%	2.1%	4.1%
\$750,000 - \$999,999	0.2%	0.3%	0.8%
\$1,000,000 +	0.6%	0.4%	0.6%
Average Home Value	\$188,842	\$198,127	\$235,945

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	176,586	457,043	989,752
0 - 4	7.6%	7.9%	7.1%
5 - 9	6.7%	7.0%	6.7%
10 - 14	6.1%	6.7%	6.7%
15 - 24	12.9%	15.5%	15.3%
25 - 34	17.3%	16.3%	14.9%
35 - 44	13.0%	12.6%	12.5%
45 - 54	13.9%	13.1%	13.8%
55 - 64	10.8%	10.0%	11.0%
65 - 74	5.1%	5.0%	5.7%
75 - 84	4.1%	3.9%	4.3%
85 +	2.5%	2.1%	2.0%
18 +	75.8%	74.3%	75.3%
<b>2017 Population by Age</b>			
Total	176,536	455,458	992,517
0 - 4	7.0%	7.3%	6.5%
5 - 9	6.7%	6.9%	6.5%
10 - 14	6.2%	6.5%	6.4%
15 - 24	12.6%	15.2%	14.8%
25 - 34	15.4%	15.3%	14.6%
35 - 44	13.8%	13.0%	12.4%
45 - 54	12.3%	11.6%	12.1%
55 - 64	12.2%	11.3%	12.3%
65 - 74	7.4%	7.0%	7.9%
75 - 84	3.8%	3.6%	4.1%
85 +	2.6%	2.3%	2.3%
18 +	76.6%	75.6%	76.9%
<b>2022 Population by Age</b>			
Total	177,057	457,068	998,533
0 - 4	7.0%	7.3%	6.5%
5 - 9	6.5%	6.7%	6.2%
10 - 14	6.3%	6.5%	6.2%
15 - 24	12.3%	14.6%	14.1%
25 - 34	14.6%	15.0%	14.6%
35 - 44	14.2%	13.3%	12.7%
45 - 54	11.8%	11.1%	11.3%
55 - 64	11.7%	11.0%	11.9%
65 - 74	8.9%	8.4%	9.4%
75 - 84	4.3%	4.1%	4.8%
85 +	2.4%	2.1%	2.3%
18 +	76.7%	75.9%	77.4%
<b>2010 Population by Sex</b>			
Males	86,860	222,851	478,692
Females	89,730	234,194	511,059
<b>2017 Population by Sex</b>			
Males	87,054	222,618	481,338
Females	89,482	232,841	511,179
<b>2022 Population by Sex</b>			
Males	87,523	223,812	485,281
Females	89,535	233,255	513,251

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	176,590	457,046	989,750
White Alone	73.1%	61.9%	63.4%
Black Alone	9.4%	21.4%	24.4%
American Indian Alone	1.2%	0.9%	0.7%
Asian Alone	2.7%	3.1%	3.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.1%	9.3%	5.1%
Two or More Races	3.6%	3.3%	2.8%
Hispanic Origin	22.5%	21.3%	12.6%
Diversity Index	64.6	71.4	63.9
<b>2017 Population by Race/Ethnicity</b>			
Total	176,537	455,459	992,517
White Alone	70.4%	59.8%	61.4%
Black Alone	9.5%	21.3%	24.3%
American Indian Alone	1.2%	1.0%	0.7%
Asian Alone	3.3%	3.8%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.4%	10.4%	5.8%
Two or More Races	4.1%	3.7%	3.3%
Hispanic Origin	25.5%	23.5%	14.2%
Diversity Index	68.6	74.1	66.9
<b>2022 Population by Race/Ethnicity</b>			
Total	177,057	457,067	998,531
White Alone	68.5%	58.2%	59.8%
Black Alone	9.6%	21.3%	24.3%
American Indian Alone	1.3%	1.0%	0.7%
Asian Alone	3.7%	4.3%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.4%	11.1%	6.3%
Two or More Races	4.5%	4.1%	3.6%
Hispanic Origin	28.0%	25.5%	15.8%
Diversity Index	71.4	76.1	69.2
<b>2010 Population by Relationship and Household Type</b>			
Total	176,590	457,045	989,751
In Households	98.3%	97.0%	97.5%
In Family Households	75.3%	76.0%	76.6%
Householder	23.1%	22.7%	23.7%
Spouse	14.9%	13.6%	15.1%
Child	30.2%	32.1%	31.4%
Other relative	4.1%	4.5%	3.8%
Nonrelative	3.0%	3.1%	2.5%
In Nonfamily Households	23.0%	21.0%	20.9%
In Group Quarters	1.7%	3.0%	2.5%
Institutionalized Population	0.7%	1.0%	1.0%
Noninstitutionalized Population	1.1%	2.0%	1.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	119,069	291,884	652,533
Less than 9th Grade	6.0%	6.2%	4.2%
9th - 12th Grade, No Diploma	8.1%	9.3%	7.6%
High School Graduate	24.5%	24.3%	22.7%
GED/Alternative Credential	4.5%	4.4%	3.7%
Some College, No Degree	21.6%	21.5%	21.8%
Associate Degree	8.6%	7.7%	8.0%
Bachelor's Degree	18.7%	18.0%	21.1%
Graduate/Professional Degree	8.0%	8.6%	10.9%
<b>2017 Population 15+ by Marital Status</b>			
Total	141,320	361,042	799,830
Never Married	42.4%	45.6%	42.9%
Married	40.2%	38.0%	41.2%
Widowed	5.4%	5.3%	5.5%
Divorced	12.0%	11.1%	10.5%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.7%	93.8%	94.4%
Civilian Unemployed (Unemployment Rate)	5.3%	6.2%	5.6%
<b>2017 Employed Population 16+ by Industry</b>			
Total	87,773	212,392	479,369
Agriculture/Mining	0.4%	0.5%	0.4%
Construction	4.8%	4.1%	3.6%
Manufacturing	16.1%	15.1%	14.5%
Wholesale Trade	2.4%	2.4%	2.4%
Retail Trade	9.8%	9.7%	9.8%
Transportation/Utilities	4.1%	4.1%	4.3%
Information	1.6%	1.5%	1.6%
Finance/Insurance/Real Estate	5.6%	6.0%	7.3%
Services	51.7%	53.4%	52.9%
Public Administration	3.5%	3.3%	3.2%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	87,772	212,392	479,370
White Collar	53.9%	54.8%	60.4%
Management/Business/Financial	11.7%	11.8%	13.8%
Professional	20.3%	20.9%	23.5%
Sales	8.2%	8.4%	9.0%
Administrative Support	13.7%	13.8%	14.0%
Services	21.0%	22.3%	20.1%
Blue Collar	25.0%	22.9%	19.5%
Farming/Forestry/Fishing	0.3%	0.4%	0.3%
Construction/Extraction	3.8%	3.2%	2.7%
Installation/Maintenance/Repair	3.1%	2.6%	2.4%
Production	10.5%	9.9%	8.3%
Transportation/Material Moving	7.3%	6.7%	5.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	176,590	457,045	989,751
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



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<b>2010 Households by Type</b>			
Total	73,474	180,402	399,287
Households with 1 Person	36.1%	34.1%	32.8%
Households with 2+ People	63.9%	65.9%	67.2%
Family Households	55.4%	57.5%	58.8%
Husband-wife Families	35.8%	34.5%	37.5%
With Related Children	16.7%	16.2%	16.3%
Other Family (No Spouse Present)	19.5%	23.0%	21.3%
Other Family with Male Householder	5.7%	5.7%	5.0%
With Related Children	3.3%	3.3%	2.8%
Other Family with Female Householder	13.9%	17.3%	16.4%
With Related Children	9.6%	12.4%	11.5%
Nonfamily Households	8.6%	8.4%	8.4%
All Households with Children	30.0%	32.4%	31.0%
Multigenerational Households	3.2%	3.9%	3.5%
Unmarried Partner Households	9.1%	9.0%	8.0%
Male-female	8.3%	8.2%	7.2%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	73,474	180,403	399,287
1 Person Household	36.1%	34.1%	32.8%
2 Person Household	29.8%	29.1%	31.2%
3 Person Household	13.9%	14.5%	15.0%
4 Person Household	10.8%	11.3%	11.4%
5 Person Household	5.4%	6.0%	5.5%
6 Person Household	2.3%	2.7%	2.3%
7 + Person Household	1.8%	2.3%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	73,474	180,402	399,287
Owner Occupied	52.2%	49.2%	53.9%
Owned with a Mortgage/Loan	38.3%	35.8%	38.9%
Owned Free and Clear	14.0%	13.4%	15.0%
Renter Occupied	47.8%	50.8%	46.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	79,335	197,547	433,332
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
<b>2.</b>	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	City Commons (11E)
<b>3.</b>	Parks and Rec (5C)	Parks and Rec (5C)	Rustbelt Traditions (5D)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$119,274,054	\$294,812,959	\$752,489,286
Average Spent	\$1,634.05	\$1,644.71	\$1,882.64
Spending Potential Index	76	76	87
Education: Total \$	\$82,828,239	\$208,093,161	\$537,668,845
Average Spent	\$1,134.74	\$1,160.92	\$1,345.18
Spending Potential Index	78	80	92
Entertainment/Recreation: Total \$	\$168,271,474	\$412,904,831	\$1,063,926,534
Average Spent	\$2,305.31	\$2,303.53	\$2,661.81
Spending Potential Index	74	74	85
Food at Home: Total \$	\$279,791,853	\$695,834,287	\$1,763,861,832
Average Spent	\$3,833.13	\$3,881.94	\$4,412.96
Spending Potential Index	76	77	88
Food Away from Home: Total \$	\$183,394,998	\$455,555,013	\$1,165,493,503
Average Spent	\$2,512.50	\$2,541.46	\$2,915.92
Spending Potential Index	75	76	87
Health Care: Total \$	\$295,314,886	\$720,788,254	\$1,865,515,928
Average Spent	\$4,045.80	\$4,021.16	\$4,667.29
Spending Potential Index	72	72	83
HH Furnishings & Equipment: Total \$	\$104,701,796	\$257,166,132	\$664,166,288
Average Spent	\$1,434.41	\$1,434.69	\$1,661.66
Spending Potential Index	74	74	85
Personal Care Products & Services: Total \$	\$43,558,837	\$107,064,381	\$274,859,517
Average Spent	\$596.75	\$597.29	\$687.66
Spending Potential Index	75	75	86
Shelter: Total \$	\$925,040,285	\$2,286,479,247	\$5,799,618,258
Average Spent	\$12,673.00	\$12,755.88	\$14,509.93
Spending Potential Index	78	79	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$122,815,638	\$300,195,794	\$783,180,430
Average Spent	\$1,682.57	\$1,674.74	\$1,959.42
Spending Potential Index	72	72	84
Travel: Total \$	\$110,289,836	\$266,168,752	\$692,960,667
Average Spent	\$1,510.96	\$1,484.91	\$1,733.70
Spending Potential Index	73	72	84
Vehicle Maintenance & Repairs: Total \$	\$58,065,787	\$143,086,575	\$367,330,895
Average Spent	\$795.50	\$798.26	\$919.02
Spending Potential Index	74	74	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.